iPIX

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iPIX® Logo Standards & Trademark Guidelines
December, 2000

Logo Standards

The iPIX® logo and logotype are major components in the expression of the iPIX visual image, distinguishing us from our competitors.

Through our logo we establish impact and recognition in the marketplace. It assists in protecting our proprietary assets. The following standards and guidelines were developed to ensure consistent logo usage and to protect iPIX brand equity.

Any questions about usage or exceptions to these guidelines should be directed to the Corporate Marketing Department via email to: corporatemarketing@ipix.com

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Oak Ridge, Tennessee 37830
U.S.A.

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San Ramon, CA
3160 Crow Canyon Road
San Ramon, CA 94583
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Consisting of three elements, an outer ring, the inner circle and the iPIX® typography (logotype), the iPIX symbol is a strong and confident mark.

The proportions of the various elements should never be altered and their positions relative to each other should never be changed.

The lowercase i in the logo is a modified Bodoni and the PIX is Frutiger Ultra Black, the kerning is tight but not touching.

There should be a minimum white space surrounding the logo on all sides, of 0.33 the width of the logo at any given size.

The symbol should be reproduced in its color form whenever possible.

The corporate colors are as follows:

On coated stock:
Outer blue ring	Pantone 306C
Inside	Black
"iPIX"	Pantone 123C

On uncoated stock:
Outer blue ring	Pantone 311U
Inside	Black
"iPIX"	Pantone 115U

CMYK
Standard CMYK conversions of the Pantone colors are acceptable.

Web colors:
Outer blue ring	#00ccff
Inside	#000000
"iPIX"	#ffcc00

RGB screen colors:
Outer blue ring	0, 204, 255
Inside	0, 0, 0
"iPIX"	255, 204, 0

White space equal to 0.33 the width of the logo

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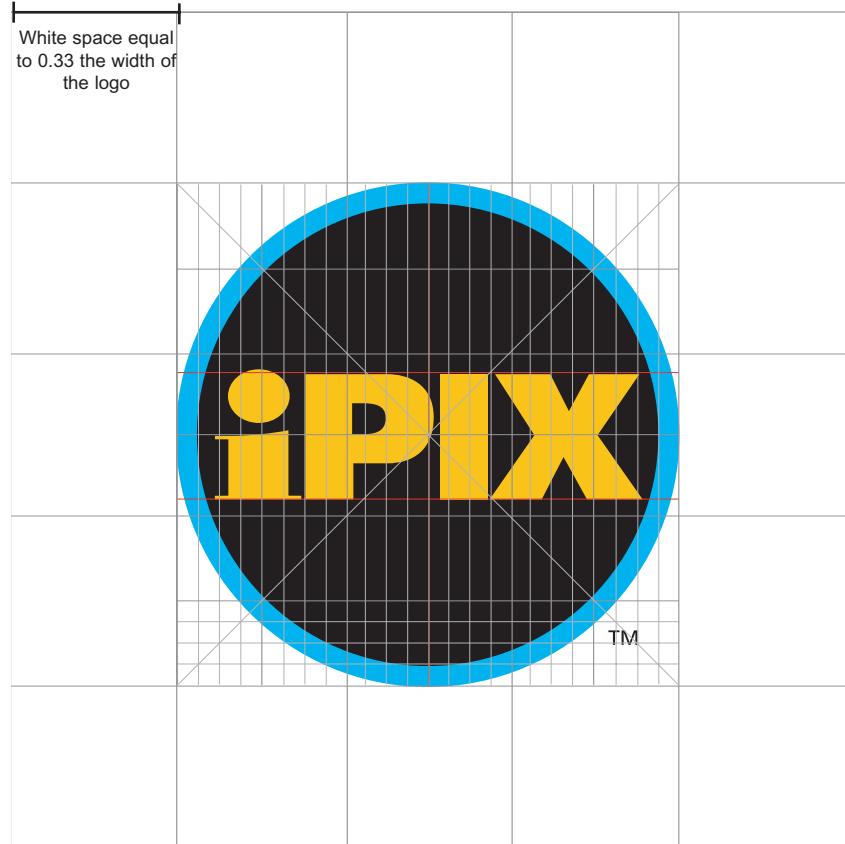
Logo Readability

Due to the anti-aliasing nature of Web graphics, and the tight letter spacing of the logotype, accommodation should be made to improve the symbol's readability at small sizes.

The recommended minimum allowable size is 0.5 of an inch or 36 pixels in diameter. At this size the appropriately letter-spaced (kerned) logo should be used.

At 0.5 inch or 36 pixels diameter the letter spacing is increased to improve readability.

Logo & Name Combinations

There are four acceptable combinations of the logo and company name as displayed below. The corporate typeface is Frutiger, with Internet Pictures Corporation set in Frutiger Black.

The relative positioning of logo to company name should not be altered and should conform to the grids displayed below.

Internet Pictures Corporation

Internet
Pictures
Corporation

Internet Pictures
Corporation

Internet Pictures Corporation
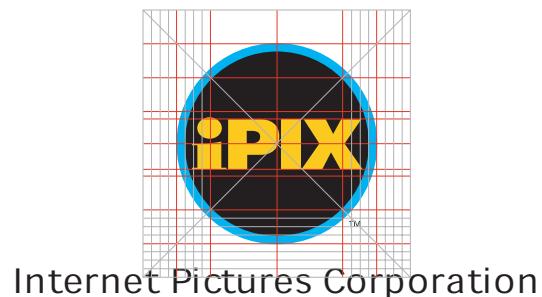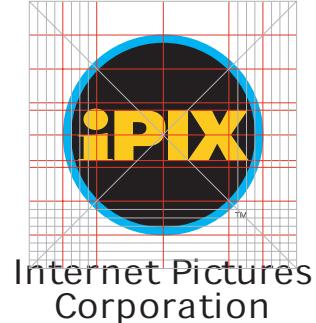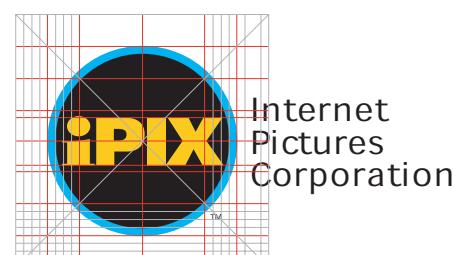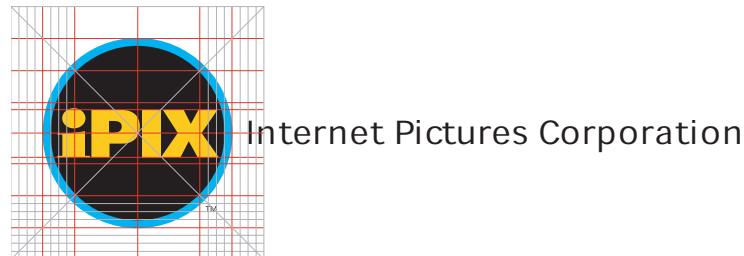
Background Colors & Images

The preferred background color for the presentation of the logo and company name is white. However, while this may not always be possible or desirable, contrast between the logo and the company name and background colors should be as great as possible. If the background color is dark, attention should be given to the clarity of the name and trademark symbol.

In instances of black and white presentations, the outer ring should be 50% black.

The blue and the black colors of the logo are "restricted" and should never be used as background colors to the logo and the name.

All graduations and vignettes should be avoided.

Background images are acceptable with consideration given to contrast.

Acceptable
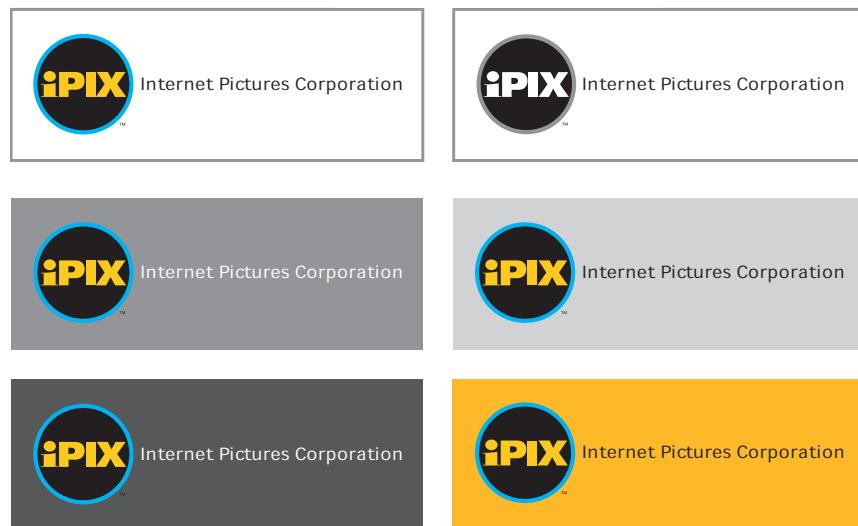
Not Acceptable

Logo in Black & White

In instances of usage requiring black and white reproduction there are four acceptable renderings. If a tint of black is used for the outer ring it should be 50% black. If only black and white is used the edge of the outer ring should be converted to either a solid or outline as shown below.

In certain circumstances the iPIX® logo may be reduced to its logotype. This is to accommodate environments that prohibit the use of the logo in its full circular form.

The logotype should be rendered as shown below with special consideration given to kerning at smaller sizes.

As with the logo, the minimum acceptable width of the logotype is 0.5 of an inch or 36 pixels unless otherwise approved.

At this size the appropriately letter spaced logotype should always be used.

The logotype may appear as black on white or reversed white on black. It can also appear in its original color (see page 2) as shown below. Good judgement should be used to ensure readability when used against a white background, particularly at smaller sizes.

At 0.5 inch or 36 pixel diameter the the letter spacing is increased to improve readability.

Customer & Partner Logo Usage

iPIX encourages the promotion of iPIX technology use on customer and partner Web sites. To aid in this promotion, the following logos have been designed
for use by customers and partners.

Powered by iPIX Logo
Customers and partners who wish to promote the use of iPIX technology should display the "Powered by iPIX" logo shown below. The logo should be a minimum width of .75 inch or 54 pixels.

iPIX Developer Logo

The "iPIX Developer" logo is to be used only by clients participating in the iPIX Developer's Program. iPIX Developers have completed training, are currently using iPIX on their Web site, and have an interest and ability to sell and support iPIX technology to customers. Web sites bearing the "iPIX Developer" logo must include professional use of iPIX technology and contain current iPIX viewers, applets and plug-ins. This "iPIX Developer" logo should be a minimum width of .75 inch or 54 pixels.

iPIX Brands and Trademarks

Spelling iPIX

When the word iPIX® appears in text, the first i should always be in lower case (even if the first word in a sentence) and the PIX should always be in upper case.

iPIX Brand Name

iPIX is a registered trademark. To be a trademark, however, the iPIX brand name must always be used as an adjective, not a noun or a verb. Never use the iPIX brand name in plural or possessive form (e.g., there should be no iPIX's or iPIXes). Thus, always think of the iPIX brand name as modifying a noun, and is generally followed by a product or service of the company. Examples of proper uses:

> iPIX® technology
> iPIX® services
> iPIX® images
> iPIX® camera kits
> iPIX® Viewer

Trademark Notice for iPIX Brand Name

Whenever the iPIX brand name is used on any document that will be publicly distributed or presented, the public must be put on notice that iPIX® is a registered trademark. Such notice requires both of the following two steps:

(I) Mark the word iPIX with the registered trademark symbol ® (e.g. iPIX®). Every occurrence of iPIX in the document does not need to be marked ~ instead, only the most prominent use needs to be marked, and if there is no most prominent use, mark the first occurrence.

(II) Include the following trademark legend in the document:
"[list of iPIX trademarks used in the document] are registered trademarks or trademarks of Internet Pictures Corporation."

Example of proper trademark legend: iPIX, and the iPIX logo are registered trademarks or trademarks of Internet Pictures Corporation.

Where you place the trademark legend will depend on the type of document. For instance, a footer is appropriate for a single page document, while for a book a legend located toward the front will work. It may be easiest to place the trademark legend following the copyright notice.

iPIX the Company

The word iPIX may be used to refer to Internet Pictures Corporation. However, iPIX the company is different from iPIX the brand name. Trademark guideline nos. I and II, do not apply when referring to the company. Instead, iPIX the company can be used like any other noun and should have no markings.

Marketing Tagline Usage

Below is the tagline for all iPIX marketing efforts. This tagline represents the brand promise attached to all iPIX products and services. It is a signature and a guarantee.

The designated typeface for the iPIX tagline is Frutiger Ultra Black, set in upper and lowercase letters.

Be Dynamic™

The preferred placement of the tagline on marketing material is centered directly under the iPIX logo. When using the tagline underneath the logo, the width of the tagline usually is determined by the width of the logo.

The preferred placement of the tagline to the logo is designated as 3 times the x-height.

Tagline Placement Variations

Some occasions may arise wherein the size of the logo would prohibit the tagline from being easily read. In such situations a horizontal application of the tagline is recommended. The proportional guidelines are illustrated below.

When the size of the logo is minimal (less than .75"), tagline Option B. should be used.

Option A.
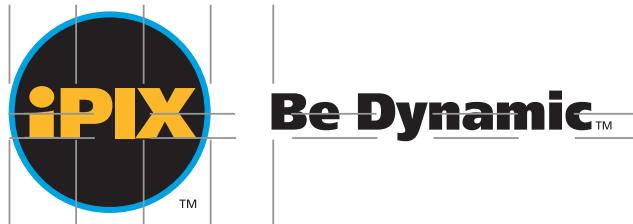
Option B. (Minimum size logo)

Marketing Background Color

In order to gain awareness within the marketplace and dynamically showcase the iPIX message, the background color of iPIX yellow will be aggressively utilized in all marketing materials. The signature application of yellow and black will over time build awareness that will be both attention-getting and brand sustaining. No part of the iPIX logo should be modified when the logo appears on yellow.